

# Council & Committee Engagement



Well-functioning health systems need insights from all stakeholders, from the patient to the provider, to local and national-level decision makers, to Council, or Board, and Committees. Those insights and engagement will drive evidence-based decision-making to improve quality and mitigate risk.

Your Board or Council and its Committees drive your organization's ability to meet its mandate. Leveraging their insights in a systematic, timely, and equitable way ensures that your organization is meeting its mandate.

Pivotal Research is a leader in market research and evaluation services to health regulators, healthcare associations and hospital networks nationwide. We employ innovative research tools and smart methodologies that elevate board governance and help shape the course of healthcare in Canada.

A Canadian research company based in Edmonton, Pivotal Research has delivered unique multimode qualitative and quantitative research, engagement, consulting, and evaluation solutions to over 40 colleges and associations across the country. Since 1999, we have conducted millions of surveys and hundreds of interviews with registrants/members, patients/public, and councils/boards and committees.

## Informed Decisions through Insight

At Pivotal Research, we're adept at applying our knowledge of the regulatory environment, policy development and reform to the needs of Council and Committees when faced with key decisions. Through consultation and analysis that engage Councils, Committees, registrants, members, patients, parents/ guardians and the public as required, we design quantitative and qualitative approaches that deliver insights for Council-mandated reforms and initiatives.

## Ideation for Strategic Direction

Garnering increased engagement requires innovation in the tools we use, especially when faced with busy executive schedules and mobile, digital realities. Pivotal Research is constantly innovating for new engagement opportunities that ensure Councilors and Committee members can provide their rich knowledge and reflections in unique ways. Our engagement tools and facilitation practices ensure equitable inclusion and provide advice, evidence and ideation for strategic plans, directives and priorities.

## Raising the Collective through Evaluation

We work with board-governed organizations to build customized evaluation frameworks and deliver ongoing or one-time quantitative and qualitative assessments based on the latest board governance practices to tell organization leaders how well they are meeting their governance mandates. An important component of board governance is building an environment that goes beyond diversity to ensure inclusion. Through our evaluation services, we help organizations create an environment that drives performance and financial results.

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Oral Health Professionals

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